

A Witness to Love

Creating your “Elevator Speech” of Faith

“Always be ready to give an explanation to anyone who asks you for a reason for your hope, but do it with gentleness and reverence...” 1 Peter 3:15-16

We are all called to be witnesses of God’s presence and love in our lives. However, are we ready when we have that opportunity to share our story with someone else? Do you have so much to say that it’s hard to get all of it shared? Do you ever get tongue-tied when you try to talk about your faith? Do you ever find that you just can’t find the words? Instead of missing the opportunity, take some time to write your own elevator speech. Here are some suggestions and resources:

1. Take this to prayer
2. Write your elevator speech so that in two minutes (or so), you can:
 - Explain a bit about who you are
 - Communicate your ‘unique product,’ (your faith and your faith community).
 - Engage others with a question or a call to action.
3. PRACTICE!

QUESTIONS to consider:

1. Who is Jesus? What has Jesus done in my life?
2. Where would I be without Jesus in my life?
3. Is there a particular moment or example of God’s loving presence in my life?
4. What do I want others to know about my faith community?

DO’s and DON’Ts:

DO:

1. Keep your testimony concise.
2. Begin with an interesting attention-getting sentence.
3. Be positive from start to finish.
4. Emphasize the difference that Christ has made in your life.
5. You may consider using one scripture in your testimony.

DON’T:

1. Use a lot of Christian/church lingo. For the most part it will be meaningless to a non-Christian or someone not church.
2. Preach at people. Share your story with them.
3. Use negative statements about other churches, denominations, organizations or people.

RESOURCES:

[FrMercerElevatorSpeech](http://www.dsj.org/wp-content/uploads/2018/11/Mercer-Homily-150125-1.pdf) - <http://www.dsj.org/wp-content/uploads/2018/11/Mercer-Homily-150125-1.pdf>

[An elevator pitch for the faith?](https://www.archindy.org/criterion/local/2013/01-18/outreach.html) - <https://www.archindy.org/criterion/local/2013/01-18/outreach.html>

[Dcn Schnell Elevator Speech](https://strichards.com/news/elevator-speech) - <https://strichards.com/news/elevator-speech>

[Jen Fulwiler The Elevator Pitch](https://jenniferfulwiler.com/2006/05/the-elevator-pitch/) - <https://jenniferfulwiler.com/2006/05/the-elevator-pitch/>

Just Google (do an internet search) – Catholic Elevator Speech!